

TITLE: Measuring Attitudinal Response to Several Types of Driver Improvement Techniques

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PROJECT OBJECTIVE:

To develop a quantified evaluation system for measuring subject-oriented psychological differences in response to treatment techniques.

SUMMARY:

A 5% random sample of questionnaires from treatment groups 3-9 in Marsh's 1971 study (Report #36) was selected. These questionnaires related to attitudinal responses to the various treatment methods used in the Marsh study. A system was then developed for reliably coding and scaling the information. The treatments were shown to produce different responses to the scaled question items on six subject-oriented psychological variables, but no association was found between subsequent driving performance and questionnaire responses clustered into dimensions.

IMPLEMENTATION STATUS OF FINDINGS AND RECOMMENDATIONS:

None.

SUPPLEMENTARY INFORMATION:

Master's Thesis, California State University, Sacramento, 1969.